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Strawberry Shortcake™

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Market Yourself

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COLORS BY: Mae Hao
LETTERS BY: Christa Miesner

Pupcake's Lost Toy

WRITTEN BY: Zena Dell Lowe
ART BY: Valentina Pinto
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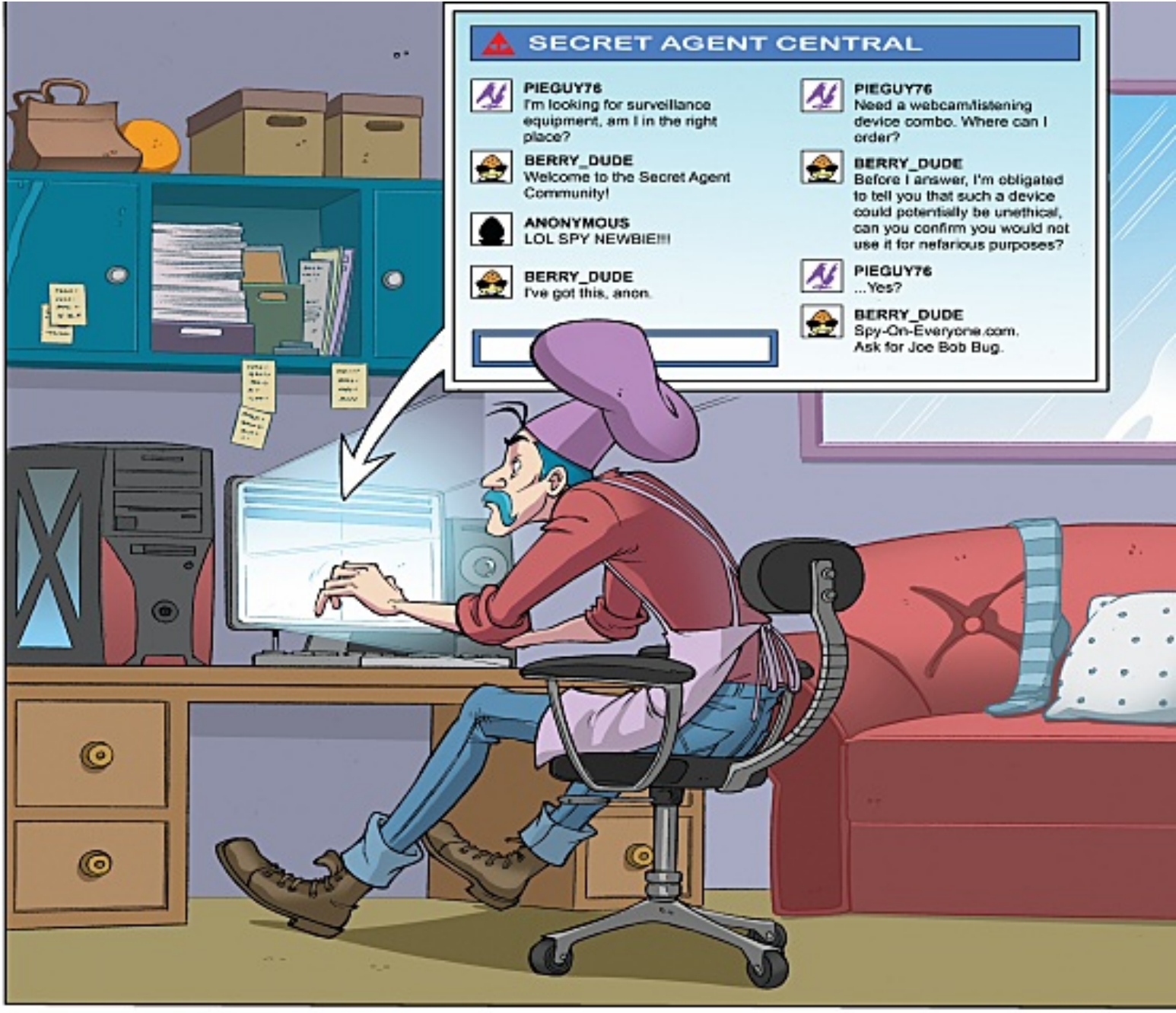
Market Yourself

Written by: Georgia Ball
Art by: Tina Francisco
Colors by: Mae Hao
Letters by: Christa Miesner

A LITTLE TENSION? DID YOU SEE THE PART WHERE HE STOLE HER OATS?
I HEARD HE CHEATED HIS WAY TO FIRST PLACE IN THE LOCAL COMPETITION.
STRAWBERRY! IS THIS TRUE?
WELL, UH... KIND OF?
I LIKE THE FOOD AT PIE MAN'S! HE WON THE LAST TASTING CHALLENGE, DIDN'T HE?
THAT WAS BECAUSE OF A SMEAR CAMPAIGN AND YOU KNOW IT!
I HAD NO IDEA THERE WAS A SHOWDOWN LIKE THIS GOING ON IN BERRY BITTY CITY! THE FANS ARE GOING TO WANT TO HEAR A LOT MORE ABOUT THIS.
WE'LL CHANGE UP THE FORMAT... GET BOTH SIDES TALKING!
OH... GREAT.

BUT ARE YOU SURE YOU DON'T WANT TO GIVE THE PURPLE PIE MAN HIS *OWN* EPISODE? I KNOW HE'D APPRECIATE THE ATTENTION...
OUR FILMING SCHEDULE IS ALREADY BOOKED... BESIDES, I'M REALLY KEEN ON THE FEUD ANGLE.
ALL *YOU* HAVE TO DO IS BE READY FOR THE COOKING DEMO TOMORROW! SEE YOU THEN...
I'M SORRY, I SHOULDN'T HAVE SAID ANYTHING...
THAT'S OKAY, LEMON. BUT SOMETIMES I WISH THE PIE MAN AND I COULD JUST PUT ALL OF THIS STUFF BEHIND US.
THERE'S PLENTY OF ROOM IN BERRY BITTY CITY FOR TWO CAFES! AND I'M SURE, DEEP DOWN, STEVE FEELS THE SAME WAY I DO.
AND THE LIES SHE SPREADS ABOUT ME! BUT WHAT CAN YOU EXPECT FROM AN AMATEUR BAKER WITH NO IDEAS OF HER OWN?
SHE STOLE ALL OF HER RECIPES FROM MY POPULAR YOOTOOBZ SERIES, YOU KNOW.
YOU'VE PROBABLY SEEN IT, MOST PEOPLE HAVE. I'LL SEND YOU THE LINK.

TA-TA! COME BACK ANYTIME, I HAVE LOTS MORE TO SHARE!
CONGRATS!
THANK YOU. FOR WHAT?
FOR INSERTING YOURSELF INTO SOMEONE ELSE'S "CAFÉ CRITIC" EPISODE.
I DO MY BEST.
BUT OF COURSE... IT'S STILL GOING TO HAVE *BOTH* OF YOU IN IT.
NATURALLY. WHAT ARE YOU IMPLYING, RAISIN?
JUST SAYING...
WHEN THEY SHOW STRAWBERRY SHORTCAKE TALKING AND THEN THEY SHOW *YOU* TALKING ABOUT *HER*, WELL...
I HOPE YOU STILL MANAGE TO LOOK GOOD BY COMPARISON.
SEE YA, PURPS.
I THINK I NEED AN INSURANCE POLICY.

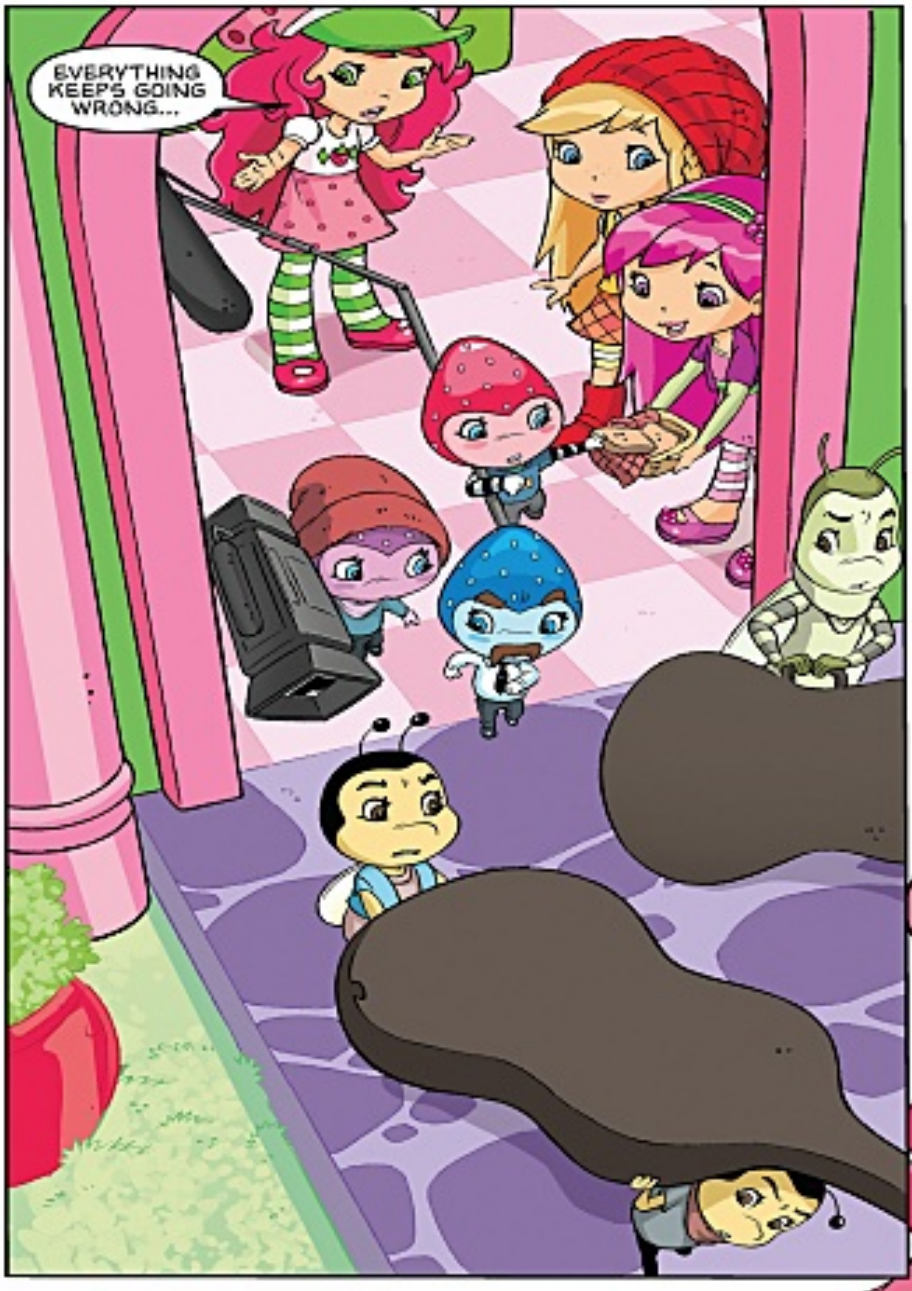

SECRET AGENT CENTRAL
PIEGUY76
I'm looking for surveillance equipment, am I in the right place?
BERRY_DUDE
Welcome to the Secret Agent Community!
ANONYMOUS
LOL SPY NEWBIE!!!
BERRY_DUDE
I've got this, anon.
PIEGUY76
Need a webcam/listening device combo. Where can I order?
BERRY_DUDE
Before I answer, I'm obligated to tell you that such a device could potentially be unethical, can you confirm you would not use it for nefarious purposes?
PIEGUY76
...Yes?
BERRY_DUDE
Spy-On-Everyone.com. Ask for Joe Bob Bug.

THE NEXT DAY...
PRINCESS BERRYKIN HAS... UNUSUAL TASTE.
FROM: PRINCESS BERRYKIN

MY ORDER WILL BE HERE IN A FEW MINUTES? PERFECT!
JUST RING THE BELL AND I'LL SIGN FOR THE BOXES...
HEY!
SWOOP
KNOCK KNOCK KNOCK
THIS IS NOT WHAT I ORDERED FOR THE COOKING DEMONSTRATION.

WE'RE ONLY SCHEDULED TO BE IN TOWN A FEW MORE DAYS. ARE YOU SURE YOU'LL BE READY TO SHOOT TOMORROW?
I PROMISE!
GRAVY
GRAVY
2016
THANK GOODNESS THE BEGINNER'S CELLO CLUB IS SCHEDULED TO MEET HERE THE DAY AFTER TOMORROW...
I'VE ALREADY ASKED THEM TO RESCHEDULE TWICE BECAUSE OF THIS SHOW. IT WOULDN'T BE FAIR TO MOVE THEM AROUND AGAIN.
HELLO, AMATEUR HOUR CELLOS?
I'M SORRY TO HAVE TO CHANGE YOUR SCHEDULE AGAIN, BUT COULD YOU POSSIBLY MOVE YOUR MEETING TO TOMORROW?
I'D BE SO BERRY GRATEFUL!
THE NEXT DAY...
THANKS FOR HELPING ME SORT OUT THE MIX-UP! I'LL HAVE JUST ENOUGH TIME TO PREP BEFORE THEY SET UP THE—
SCREECCH WEEE HAAAAAWW EEEE
CELLOS??

YOU CALLED US!
I'M SORRY! SOMETHING MUST HAVE GOTTEN CROSSED SOMEWHERE—
MY TIME IS REALLY VALUABLE, MISS SHORTCAKE! WE LEAVE TOWN IN TWO DAYS, TOMORROW IS YOUR LAST CHANCE...
I KNOW! I'LL BE READY THIS TIME!


EVERYTHING KEEPS GOING WRONG...

HMM... ALMOST AS IF YOU WERE BEING SABOTAGED.
THE USUAL SABOTEUR?
I DON'T KNOW, APPLE DUMPLING... I HAVEN'T SEEN THE PURPLE PIE MAN AROUND...

AND WHAT ABOUT MY DELIVERY ORDER? AND MY EVENT SCHEDULE? HOW WOULD STEVE HAVE KNOWN ABOUT ANY OF THAT?
HE WOULD HAVE TO BE SPYING ON ME OR SOMETHING...

SPYING—THAT REMINDS ME OF THIS NEW DEVICE I'VE BEEN TINKERING WITH...
SHH...
OH, IS THAT BERRYKIN BRENT COMING BACK? WE SHOULD GO OUTSIDE AND SEE WHAT HE WANTS!

THE CAFÉ IS BUGGED! THE RECORDING DEVICE IS IN THAT CREEPY VASE...
WELL, IF WE KNOW IT'S IN THE VASE, WHY DON'T WE JUST GET RID OF IT?
HOLD ON, RASPBERRY...
WE'VE PUT UP WITH A LOT OF PRANKS FROM THE PURPLE PIE MAN.
I WONDER HOW HE'D FEEL IF WE DID A LITTLE PRANKING RIGHT BACK?
AND WHEN WE'RE DONE I CAN TOSS THAT TACKY VASE...
I THINK I HAVE ANOTHER ONE. LISTEN...
THAT'S TWO GOOD IDEAS!

BERRYKIN BRENT SAID THE BERRY BITTY CAFÉ IS *BORING?*
THE MOST BORING PLACE IN THE HISTORY OF BORING THINGS.
THIS IS SERIOUS.

HE ALSO SAID IF I DON'T MAKE THE CAFÉ MORE INTERESTING FOR THE CAMERA HE'LL GIVE MORE SCREEN TIME TO PIE MAN'S ON PORCUPINE PEAK!
NO!
WHAT ARE YOU GOING TO DO?

I'LL SKETCH OUT SOME IDEAS... WE COULD DO SOMETHING LIKE THIS WITH THE WALLS... AND PUT THE STAGE OVER THERE...
I DON'T KNOW, STRAWBERRY...

CAN WE REALLY FIT THAT MANY CLOWNS IN HERE?

THEY'RE TURNING THE BERRY BITTY CAFÉ INTO A *DINNER THEATER*? HOW AM I GOING TO COMPETE WITH *THAT*??
I'D HAVE TO DO A COMPLETE OVERHAUL...
PAINT THE WALLS A BRIGHTER COLOR, GILD THE RECLAIMED WOOD...
THE FILM CREW WILL BE HERE IN THE MORNING...
WHERE CAN I FIND THE ENTERTAINMENT ON SUCH SHORT NOTICE?
"Time to Pie"
THAT MORNING...
PIE MAN'S
Porcupine Peak
CLOSED
· SET ·
THIS COOKING DEMO SHOULD BE A PRETTY EASY SHOOT, NOTHING LIKE WHAT WE'VE BEEN DEALING WITH LATELY...

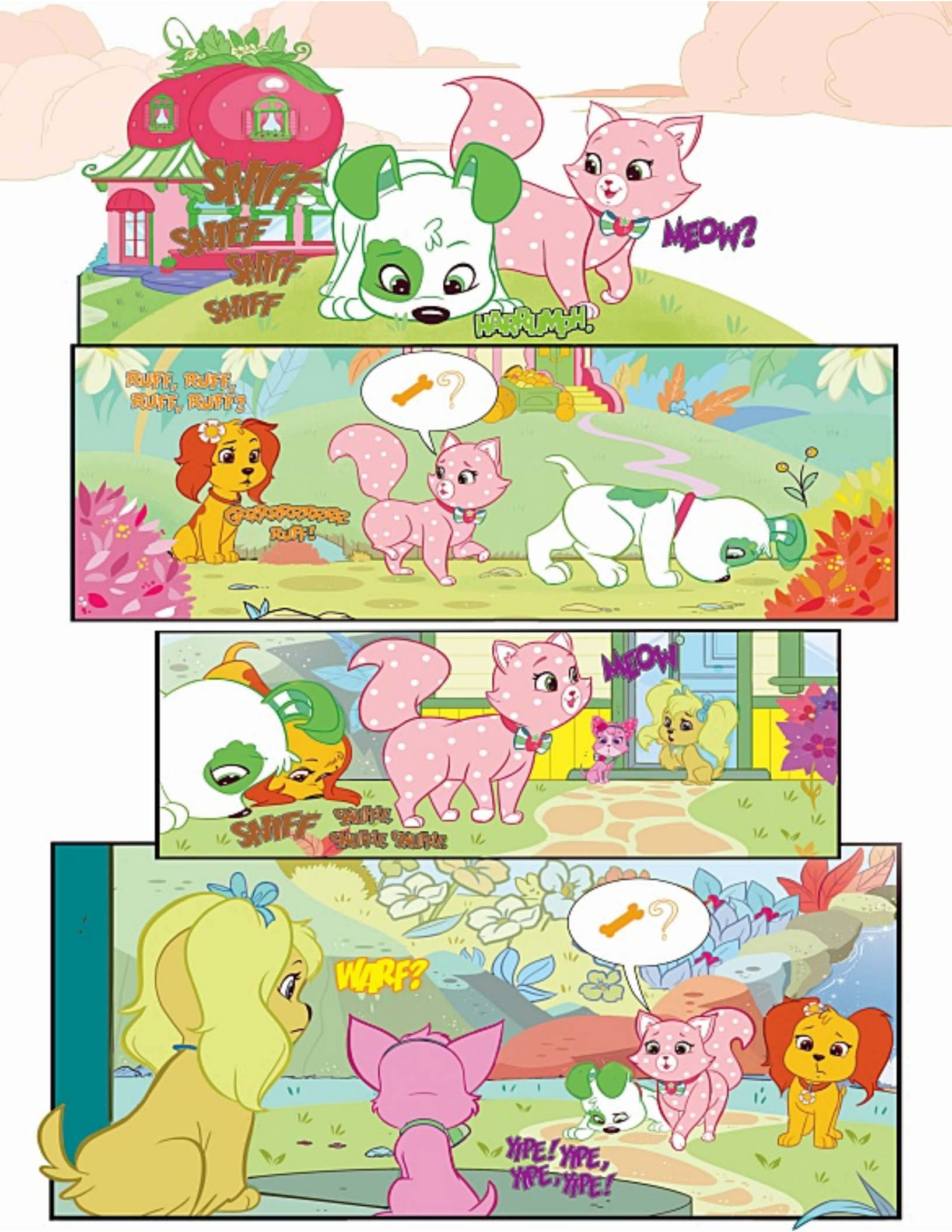
I'M SO SORRY FOR THE MESS... WE'RE GOING THROUGH SOME RENOVATIONS...
I HOPE YOU LIKE CELLOS AS MUCH AS I DO!
BERRY

WE'RE JUST HERE TO FILM A COOKING DEMO, WHAT MADE YOU THINK ALL OF THIS WAS NECESSARY?
I—UH...
YOU SEE, I—HEARD THAT YOU THOUGHT THE BERRY BITTY CAFÉ NEEDED TO BE MORE... VISUALLY INTERESTING...
YOU HEARD? HEARD FROM WHERE?
HEARD FROM US!
AND THE EAVESDROPPING DEVICE YOU SMUGGLED INTO MY CAFÉ.

IS THIS FOR REAL?
DID YOU REALLY BUG THAT CAFÉ SO YOU COULD ONE-UP STRAWBERRY SHORTCAKE?
I—WELL, YOU SEE...
YES, I DID.
THIS. IS.
THE BEST NEWS I'VE HAD ALL WEEK!!
WHAT??
BEG YOUR PARDON?
DID YOU GET ALL THAT ON FILM?
LIKE, WHEN AM I NOT FILMING?
YOU TWO ARE TOO MUCH!
"CAFÉ CRITIC" FANS WILL EAT UP THIS KIND OF DRAMA... YOU'LL BE OUR BIGGEST HIT THIS SEASON!

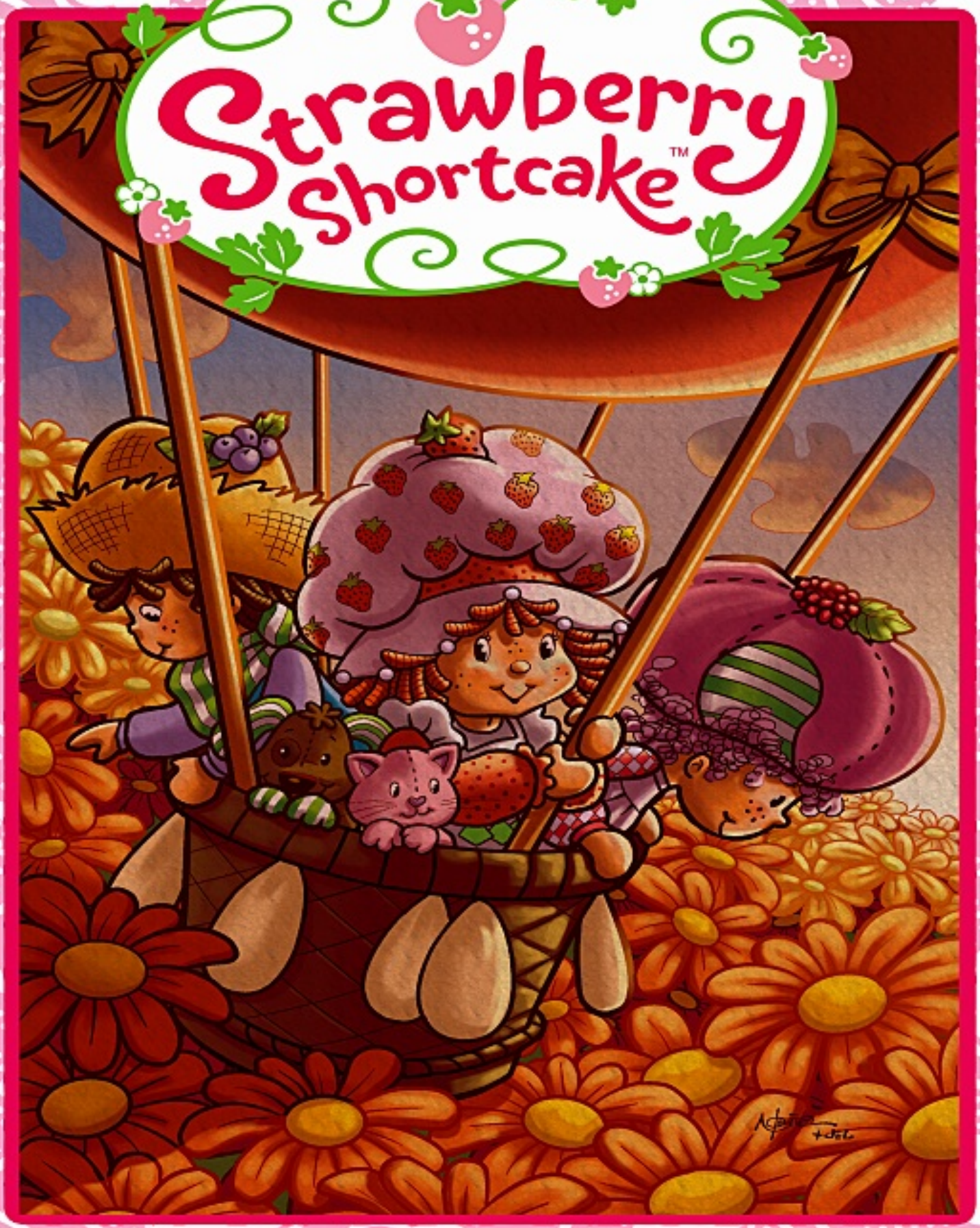
IN A FEW WEEKS, THE EPISODE AIRS...
DID YOU EVER GET TO DO YOUR COOKING DEMONSTRATION?
YES... BUT NO ONE NOTICED...
EVERYONE'S TALKING ABOUT THE BIG REVEAL WITH THE RECORDING DEVICE... WHO REMEMBERS THE REST OF THE EPISODE?
IT MUST BE A REALLY POPULAR SHOW...
PEOPLE ARE COMING FROM ALL OVER JUST TO SEE THE CAFÉS. BOTH OF THEM!
THERE *ARE* A LOT OF NEW FACES IN HERE, ORANGE. I THINK THEY'RE CURIOUS TO SEE WHAT KIND OF "WACKINESS" WILL HAPPEN NEXT.
MAYBE THE PIE MAN HAS FINALLY HUMILIATED HIMSELF ON CAMERA ENOUGH TIMES. MAYBE THE FEUD IS OVER?
MAYBE...
THIS IS SOOOO NOT OVER, STRAWBERRY SHORTCAKE...
End.

Pupcake's Lost Toy
written by: Zena Dell Lowe
Art by: Valentina Pinto
Colors by: Valentina Pinto
Letters by: Christa Miesner
PUPCAKE WAS SAD, BECAUSE HE'D LOST HIS FAVORITE TOY.
WHIMPER WHIMPER
?
MEOW, MEOW?
HUH?
AND SO THE TWO FRIENDS DECIDED TO SEARCH FOR IT.


SNIFF
SNIFF
SNIFF
SNIFF
MEOW?
HARRUMPH!
RUFF, RUFF,
RUFF, RUFF?
RUFF!
MEOW
SNIFF
WARF?
YIPE! YIPE,
YIPE, YIPE!

SOON, ALL OF THEIR FRIENDS BEGAN TO JOIN THEM IN THE SEARCH, BUT STILL PUPCAKE'S TOY WAS NOWHERE TO BE FOUND.
OWOOOH
OWO
WOO
?
BAHAR.... BAR, BAR, BAR!
THERE WAS ONLY ONE DOG FOR THIS KIND OF JOB.
1

BOW WOW WOW?
SNIFF
SNIFF
SHORT
SHUFFLE
SHUFFLE
SCOUTY FOUND PUPCAKE'S FAVORITE TOY!
BOW WOW
HARRUMPH! HE ARF?
BUT PUPCAKE DIDN'T WANT HIS TOY ANYMORE.
HE WANTED TO PLAY WITH HIS FRIENDS INSTEAD...
ARF ARF
WARF
YIPE! YIPE!
BAR AAAR
RUFF RUFF
AND SO HE DID!
End.



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Dear IDW Publishing Team,

I believe its time for me to share a story from when I was deployed for 6 months in the summer of 2013.

A little about myself, I have been serving in the USAF for almost 16 years now. My hobbies include hiking, running, working out, martial arts, arts and crafts, and gaming. I have 2 Associates Degrees and planning to earn a Bachelors Degree in some kind of Computer Program (still undecided). I do love to read mostly fantasy novels and military novels like the events that were made into motion pictures. (Ex. Lone Survivor, American Sniper and 13 Hours to name a few.)

I was deployed to Afghanistan and believe me it was hot as a jalapeno (when eaten) over there. During that time frame, I was assigned to inspect and maintain the flyers' gear. We were cleaning out some of the buildings for us to relocate or to transfer the buildings to another unit. Then I noticed one of the 2011 McDonald's Strawberry Shortcake figurine in a pile that appears to be ready to be discarded to someplace. It was Plum Pudding and it still works, something inside me kept telling me, I just could not leave her in Afghanistan so (in imaginary terms) I rescued her. I doubled checked to make sure her friends Strawberry or Orange were also not in that pile. It was only Plum, thank goodness.

All honesty, I really have to thank Plum Pudding for getting me home safely. She has been a lucky charm for me, and since then, she has traveled with me around the world even to the dangerous areas.

Thank u for your time.

- Jim

That's all we have time for this month.
We'd love to hear from you!

Send us your Shortcake selfies, well wishes, and baking recipes so we can print them! Make sure you mark any emails or letters with 'Okay To Print' somewhere.
Address is at the top of the previous page!

Having a Berry Fun Time,

David Hedgecock
Managing Editor

THE COMIC BOOK HISTORY OF COMICS

"DONE WITH WIT, ENERGY, A HEALTHY DOSE OF INSOLENCE AND A DEDICATION TO GETTING IT RIGHT."
-NPR

INTRODUCTION BY TOM SPURGEON

FREE DIGITAL ASHCAN

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AVAILABLE NOW!!

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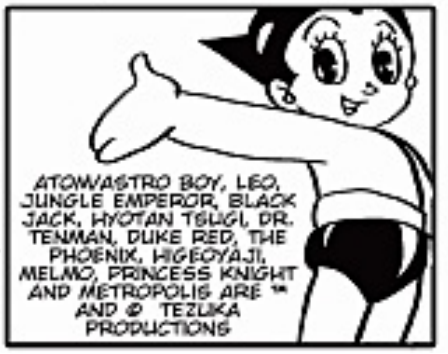

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Funnies get Famous

October 18, 1896...

...WAS, ALL THINGS CONSIDERED, A FAIRLY ***UNREMARKABLE*** DAY, AS DAYS GO...

...SOMEBODY TRIED TO KILL THE KING OF ***SPAIN*** BY LAYING ***DYNAMITE*** IN FRONT OF THE ROYAL LOCOMOTIVE AS IT CHUGGED TOWARD ***MADRID***...

(THE GOVERNMENT BLAMED INDEPENDENCE-MINDED ***CUBANS***.)

...AN ACCUSED BURGLAR NAMED ***JAMES SWEENEY*** SLIPPED THROUGH THE BARS OF HIS CELL AND ***WALKED OUT*** OF THE BROOKLYN JAIL WHERE HE HAD BEEN AWAITING TRIAL...

(MUST BE HOW HE GOT INTO HIS VICTIMS' ***HOMES*** SO EASILY.)

...IN ***BUDAPEST***, DUE TO AN UNACCOUNTABLE ***BLUNDER*** BY HIS OPPONENT, A ***DR. NOA*** WON HIS MATCH IN THE TENTH ROUND OF THE INTERNATIONAL ***CHESS*** TOURNAMENT...

(THOUGH MR. ***CHAROUSEK*** REMAINED IN THE ***LEAD***.)

...AND ***WILLIAM RANDOLPH HEARST*** PUBLISHED THE FIRST ISSUE OF THE *AMERICAN HUMORIST*, A COLOR SUPPLEMENT TO THE *NEW YORK JOURNAL* THAT FEATURED SOMETHING THAT HAD NEVER BEEN SEEN ***BEFORE***...

...SOMETHING THAT WOULD ***CHANGE THE LIVES*** OF EVERY SINGLE PERSON HOLDING THIS BOOK, EVEN THOUGH ***NO ONE***, NOT EVEN HEARST ***HIMSELF***, SUSPECTED IT AT THE TIME...

INNOVATION: IMITATION OF LIFE!

...FOR THE *HUMORIST* CONTAINED THE FIRST *MODERN COMIC STRIP*: RICHARD F. OUTCAULT'S *THE YELLOW KID!*

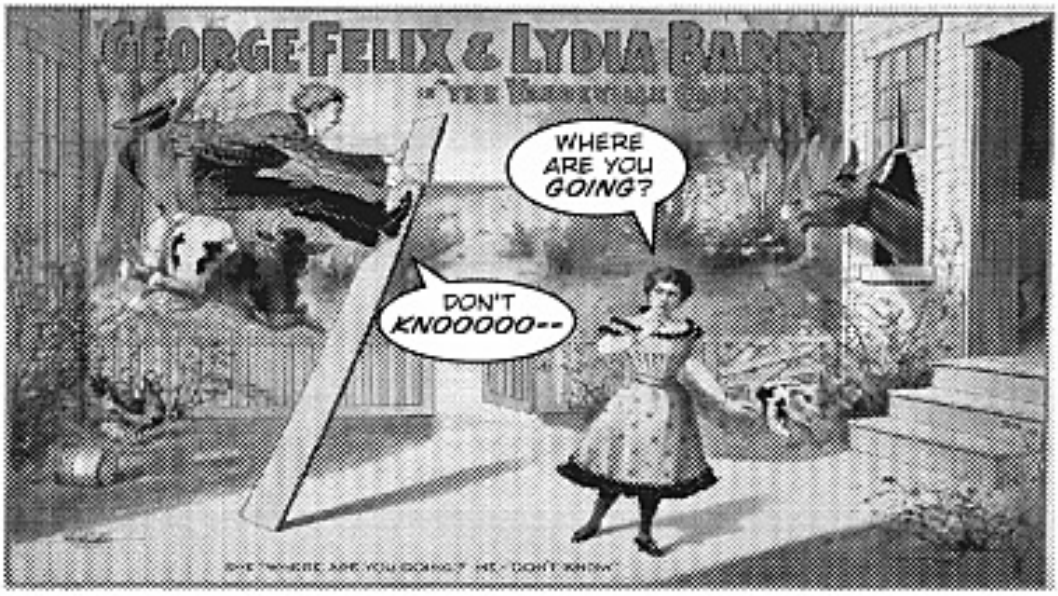
AS HISTORIANS BILL BLACKBEARD AND MARTIN WILLIAMS WRITE, THE *KID* EARNS THIS DISTINCTION BECAUSE:

"THE WHOLE POINT OF THE VAUDEVILLE GAG DEPENDED ON THE DIALOGUE BETWEEN THE KID AND THE PARROT, AND THAT WAS THE FIRST TIME THIS HAD OCCURRED IN A GRAPHIC WORK WHICH ALSO MET THE OTHER PREREQUISITES OF THE STRIP FORM."

SATIRICAL PICTURES IN PRINT IN AND OF THEMSELVES WERE NOTHING ***NEW***. IN FACT, THEY'RE NEARLY AS OLD AS THE PRINTING PRESS ***ITSELF***, WHICH WAS INVENTED IN 1440.

THE ENGRAVING AT LEFT BY GERMAN ARTIST ***ERHARD SCHÖN*** DEPICTING RELIGIOUS REFORMER ***MARTIN LUTHER*** AS THE LITERAL ***INSTRUMENT OF SATAN*** IS BELIEVED TO BE THE ***FIRST*** POLITICAL CARTOON... PUBLISHED IN THE *1500s!*

PICTURES ***TALKING*** INSIDE THE CONFINES OF ***WORD BALLOONS*** WERE NOTHING NEW ***EITHER***; AS SEEN BELOW, ***THAT*** DEVICE HAD BEEN USED SINCE AT LEAST THE *18TH* CENTURY.



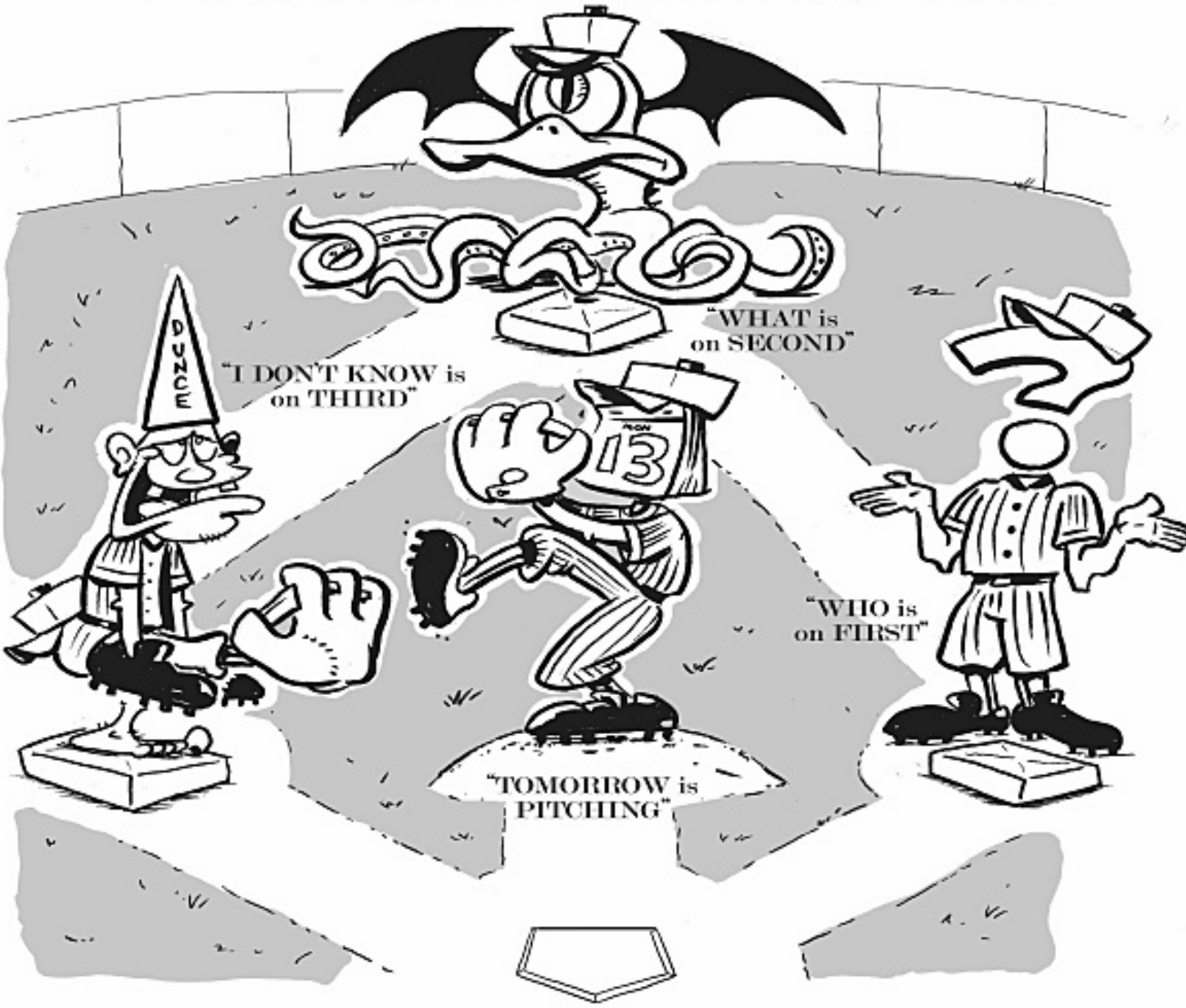
BUT WHILE PREVIOUS "PROTO-COMICS" MAY HAVE HAD ***SUCCESSIVE IMAGES*** AND/OR ***DIALOGUE***, OUTCAULT'S INNOVATION WAS TO MERGE THE TWO TOGETHER INTO A NARRATIVE CADENCE THAT RENDERED A FACSIMILE OF ***REAL LIFE*** AS IT WAS LIVED BY HIS ***READER***...

...OR, AT THE VERY LEAST, COPIED THE RAT-A-TAT, BACK-AND-FORTH ***COMEDY ROUTINES*** COMMON IN THE ***VAUDEVILLE THEATRE*** OF THE DAY.

IT IS *DIFFICULT* FOR US TO WRAP OUR BRAINS AROUND HOW *REVOLUTIONARY* THIS CHANGE WAS, SINCE WE ALL *GREW UP* IN A WORLD ALREADY FULLY *MADE* BY IT.

HERE WE'VE TRIED TO IMAGINE JUST HOW *DIFFICULT* IT WOULD BE TO REPRODUCE THE MOST *FAMOUS* VAUDEVILLE ROUTINE *OF ALL TIME* IN THE STYLE OF COMICS, *PRE*-OUTCAULT...

"THEY SURE GIVE BALLPLAYERS FUNNY NAMES THESE DAYS"



...IN WHICH A SERIES OF *HUMOROUS DRAWINGS* WERE ARRAYED ON A PAGE, LINKED BY A *SIMILAR THEME*, PERHAPS, BUT WITH NO *NECESSARY* CONNECTION *BETWEEN* THEM.

THEY WERE NOT YET *"SEQUENTIAL"* ART IN THE SENSE OF THE TERM COINED BY THE LEGENDARY *WILL EISNER*...

THE COMIC BOOK HISTORY OF COMICS

"DONE WITH WIT, ENERGY, A HEALTHY DOSE OF INSOLENCE AND A DEDICATION TO GETTING IT RIGHT."
-NPR

INTRODUCTION BY TOM SPURGEON

TO BE CONTINUED IN...

THE COMIC BOOK HISTORY OF COMICS

SON OF ULTRON